

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

July 26, 2013

Call to Order and Roll Call

The eighth meeting of the Education and Outreach Subcommittee was held on Friday, July 26, 2013, at 1:03 p.m. in Conference Room 12A at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair; Katie Carter, Julia Costich, Kathy Wheeler, and Malea Hoepf Young. Gabriela Alcalde, David Allgood, Susan Dunlap, Patty Gregory, Regan Hunt, Tina McCormick, Rich Seckel, Bill Wagner, and Marcus Woodward were not present at the meeting.

Staff Present: Lee Barnard, Kris Hayslett, Jean Klinge, Chandra Venettozzi, and Pete Wilson.

Approval of Minutes

A motion was made to accept the minutes of the June 24, 2013, meeting as submitted, seconded, and approved by voice vote.

Presentation on Self Service Portal

Jessica Lehfeltdt, Deloitte Consulting Services, conducted a demonstration of the kynect Self Service Portal (SSP). The application process for an individual enrolling in a Qualified Health Plan (QHP) and the process for a Call Center representative to continue the application on behalf of an individual were simulated. An e-mail address is required for an individual to sign-up online without assistance but individuals can complete the enrollment process through the Contact Center, a kynector, or an agent if the individual does not have an e-mail address. The demonstration showed the process for verifying information such as employment status, income, and citizenship. If an individual's information cannot be verified, as simulated during the demonstration, the application can be saved, accessed, and completed later when the necessary documentation is supplied by the individual. The summary screen with the individual's enrollment details and the electronic signature page were also shown.

Update on Education and Outreach Efforts

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), updated subcommittee members on the KHBE accessibility on Twitter and Facebook. Additional mobile tour events were also discussed. Ms. Klinge noted that two reporters from the New York Times were present at the Advisory Board meeting the previous day for the full demonstration of the Self-Service Portal by the Deloitte representatives. A reporter from the Lexington Herald-Leader also attended the Advisory Board meeting to gather information for an upcoming article.

User acceptance training for the Self-Service Portal is underway, and consumer assistance testing of the SSP is scheduled for mid-to-late August. The Contact Center is still scheduled to go live on August 15, 2013, with lines for consumers and support professionals.

Task Force Meeting Update

Chairman Rawlins discussed the development of the training materials for the kynectors. The kynector training manual is intended to get kynectors up to speed and comfortable dealing with consumers. Ms. Klingle noted that the KHBE staff is compiling comments which will be used to revise and finalize the training materials. There will be both instructor and web-based training.

New Business

Chairman Rawlins asked whether kynectors and agents will be assisting with, and providing education and outreach on, Medicaid, KCHIP, and other insurance efforts. Ms. Klingle noted that agents will be providing services for all the insurance efforts, but not necessarily education and outreach.

Adjournment

The meeting was adjourned at 2:30 p.m.